

ORDER



KLAS

Orders
Order / Rev: 37065
Alt Order #: 08855053
Product Desc: HECK/CONGRESS/REP
Estimate: 2622
Flight Dates: 08/23/12 - 09/03/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe - R-CD3
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru: 09/03/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$6,950.00	\$5,907.50
08/27/12	09/02/12	9	\$14,300.00	\$12,155.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$6,950.00	\$5,907.50	0.00
September 2012	9	\$14,300.00	\$12,155.00	0.00
Totals	17	\$21,250.00	\$18,062.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$21,250.00
Market	100%	\$70,833.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,708.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,541.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/23/12	08/23/12	8 News Now 4p M-F	CM	4-5p	---T---	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---			1			\$900.00		0.00			
E 2	8	08/27/12	08/27/12		CM	4-5p	M-----	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00

Advertiser:	Heck, Joe - R-CD3
Product Desc:	HECK/CONGRESS/REP
Estimate:	2622

KLAS

Totals	17	\$21,250.00
---------------	-----------	--------------------